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NOVEMBER
1979

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '79 VS '78	% IND	
	1979		1979	1978		1979	1978
Dodge	36729	11.74	313172	388494	80.61	10.60	11.81
Plymouth	1914	.61	16766	5933	282.59	.57	.18
Ford	103607	33.12	951784	1100389	86.50	32.21	33.47
Chevrolet	87430	27.89	926334	1054813	87.82	31.35	32.07
GMC	26966	8.60	234660	275272	87.06	8.11	8.37
IH	11457	3.66	99689	97249	102.51	3.37	2.96
Jeep Truck	14734	4.70	120187	129756	92.63	4.07	3.95
Brockway	-	-	2	36	5.56	-	-
Mack	2361	.75	25044	23272	107.61	.85	.71
Kenworth	1478	.47	12457	11999	103.82	.42	.36
Peterbilt	634	.20	7323	7824	93.60	.25	.24
Freightliner	1409	.45	11229	9612	116.82	.38	.29
White	1044	.33	10414	10629	97.98	.35	.32
Misc	23373	7.46	220848	173473	127.31	7.47	5.27
U.S. Total	313461		2954904	3288751	89.85		

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	93622	182865	32204	4876	-	-	-	-
(Dodge 1)	52243	99271	20060	-	-	-	-	-
Plymouth *	12244	4522	-	-	-	-	-	-
Ford	244137	524283	345	-	-	45919	12779	19321
(Ford 2)	24002	188833	-	-	-	-	-	-
Chevrolet	379158	506087	4900	-	1462	29348	1053	4326
(Chevrolet 3)	174309	148718	-	-	-	-	-	-
GMC	57837	141604	1001	-	855	21326	1586	15391
(GMC 4)	11603	40454	-	-	-	-	-	-
IH	-	19220	-	-	-	23663	23465	33341
Jeep Truck	59050	51137	-	-	-	-	-	-
(Jeep 5)	59050	22391	-	-	-	-	-	-
Brockway	-	-	-	-	-	-	-	2
Mack	-	-	-	-	-	-	-	25044
Kenworth	-	-	-	-	-	-	-	12457
Peterbilt	-	-	-	-	-	-	-	7323
Freightliner	-	-	-	-	-	-	-	11229
White	-	-	-	-	-	-	-	10414
Misc	215345	12	42	5	26	2135	1319	1904
Total	1075993	1529790	38447	4881	2343	122391	40202	140812
1978 Total	933070	2021950	41241	12062	2476	120056	31445	126451
1978 vs 78	115.32	75.66	93.35	40.47	94.63	101.94	127.85	111.36

(Memo Total) -- To be included in GVW 1, 2 & 3.

* Plymouth includes Fury, Arrow & Trailduster

UNITED STATES SUMMARY

1 - Includes Vans, Ramcharger & D50

2 - Includes Courier, Econoline Van, Ranchero & Bronco

3 - Includes Chevy Van, El Camino, Blazer & LUV

4 - Includes Vans, Jimmy & Caballero

5 - Includes Jeep & Cherokee

REGISTRATIONS FOR THE STATE OF HAWAII ARE TEMPORARILY DELAYED.

REGISTRATIONS FOR THE STATE OF ALASKA ARE NOT AVAILABLE

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	NOVEMBER		% '79 VS '78	% IND	
	1979	1978		1979	1978
AMC	14786	10369	142.60	2.04	1.26
(Concord)	5993	6643	90.22	.83	.81
Chrysler	15637	22406	69.79	2.16	2.71
(Le Baron)	5987	10443	57.33	.83	1.26
Dodge	23648	35170	67.24	3.26	4.27
(Diplomat)	2451	5015	48.87	.34	.61
(Colt)	3379	2995	112.82	.47	.36
(Challenger)	700	1769	39.57	.10	.21
(Omni)	7010	6933	101.11	.95	.84
(Aspen)	5710	10635	53.69	.79	1.30
Plymouth	20743	29501	70.31	2.86	3.57
(Arrow/Champ)	2729	2333	116.97	.38	.28
(Sapporo)	541	1390	38.92	.07	.17
(Horizon)	8381	8985	93.28	1.15	1.09
(Volare)	8320	14333	58.05	1.15	1.73
(Fury)	–	1725	–	–	.21
Chrysler Corp.	60028	87077	68.94	8.28	10.55
Ford	105664	127990	82.56	14.57	15.51
(Fiesta)	5070	5126	98.91	.70	.62
(Pinto)	10691	11544	92.61	1.47	1.40
(Fairmont)	23361	26785	87.22	3.22	3.25
(Granada)	10151	15989	63.49	1.40	1.94
(Ltd II)	887	6007	14.77	.12	.73
(Mustang)	20658	17021	121.37	2.85	2.06
(T'Bird)	19348	18665	103.66	2.67	2.26
Lincoln	10839	16913	64.09	1.50	2.05
(Mark V)	5618	7023	79.99	.78	.85
(Versailles)	1001	1453	68.89	.14	.18
Mercury	32574	41487	78.52	4.49	5.02
(Zephyr)	6565	8174	80.32	.91	.99
(Monarch)	3455	5947	58.10	.48	.72
(XR7/Cougar)	8732	12549	69.58	1.20	1.51
(Capri)	5535	4513	122.65	.76	.55
Linc/Merc. Div.	43413	58400	74.34	5.99	7.07
Ford Motor Co.	149077	186390	79.98	20.56	22.58
Buick	51161	60012	85.25	7.05	7.27
(Skyhawk)	1227	1720	71.34	.17	.21
(Skylark)	9993	6579	151.89	1.38	.80
(Century)	21480	25934	82.83	2.96	3.14
(Riviera)	3639	2812	129.41	.50	.34
Opel	265	1907	13.90	.04	.23
Buick Div.	51426	61919	83.05	7.09	7.50
Cadillac	25797	29053	88.79	3.56	3.52
(Eldorado)	4707	3560	132.22	.65	.43
(Seville)	4487	4747	94.52	.62	.58
Chevrolet	150803	181493	83.09	20.80	21.98
(Chevette)	24761	18727	132.22	3.42	2.27
(Monza)	8536	13700	62.31	1.18	1.66
(Camaro)	12625	19566	64.53	1.74	2.37
(Citation/Nova)	26150	16749	156.13	3.60	2.03
(Malibu)	24229	29520	82.08	3.34	3.57
(Corvette)	3274	3474	94.24	.45	.42
Oldsmobile	65964	76377	86.37	9.10	9.25
(Starfire)	1093	1588	68.83	.15	.19
(Omega)	4218	3055	138.07	.58	.37
(Cutlass)	37080	38783	95.61	5.12	4.70
(Toronado)	3281	2455	133.65	.45	.30
Pontiac	52558	68175	77.09	7.25	8.26
(Sunbird)	5192	7103	73.10	.72	.86
(Phoenix)	6231	3963	157.23	.86	.48
(Lemans)	8173	9864	82.86	1.13	1.19
(Firebird)	9174	13834	66.31	1.26	1.68
Gen. Mtrs. Corp.	346548	417017	83.10	47.80	50.51
Misc. Domestic	274	265	103.40	.04	.03
Other Import	154276	124407	124.01	21.28	15.07
U.S. Total	724989	825525	87.82		

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UNITED STATES SUMMARY

NOVEMBER 1979 ISSUED 01/80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '79 VS '78	% IND		YEAR END
	1979	1978		1979	1978	1978
A.M.C.	140766	145643	96.65	1.48	1.46	157797
(Concord)	77090	97977	78.68	.81	.98	105938
Chrysler	227766	265363	85.83	2.40	2.65	289631
(Le Baron)	93645	109056	85.87	.99	1.09	119811
Dodge	413519	452322	91.42	4.35	4.53	489845
(Diplomat)	43097	52776	81.66	.45	.53	57895
(Colt)	56049	41471	135.15	.59	.41	45126
(Challenger)	13240	15200	87.11	.14	.15	16773
(Omni)	113455	75748	149.78	1.20	.76	84288
(Aspen)	110357	144363	76.44	1.16	1.45	154741
Plymouth	356784	404615	88.18	3.75	4.05	434718
(Arrow/Champ)	42238	25594	165.03	.44	.26	28090
(Sapporo)	11517	10957	105.11	.12	.11	12094
(Horizon)	133862	102414	130.71	1.41	1.02	113081
(Volare)	156433	193291	80.93	1.65	1.94	207046
(Fury)	3185	60340	5.28	.03	.60	61517
Chrysler Corp.	998069	1122300	88.93	10.50	11.23	1214194
Ford	1418644	1688959	84.00	14.92	16.89	1845078
(Fiesta)	71005	70519	100.69	.75	.71	76001
(Pinto)	169785	152584	111.27	1.79	1.53	166384
(Fairmont)	296719	368951	80.42	3.12	3.68	399995
(Granada)	130645	200529	65.15	1.37	2.01	217078
(Ltd II)	26852	133040	20.18	.28	1.33	139309
(Mustang)	272185	163852	166.12	2.86	1.64	187923
(T'Bird)	190424	275228	69.19	2.00	2.75	297090
Lincoln	116071	159589	72.73	1.22	1.60	178873
(Mark VI)	47908	64514	74.26	.51	.65	72279
(Versailles)	12648	12357	102.35	.13	.12	14304
Mercury	459467	513145	89.54	4.84	5.13	564792
(Zephyr)	87404	110370	79.19	.92	1.10	120046
(Monarch)	50196	70774	70.92	.53	.71	77295
(XR7/Cougar)	113277	173734	65.20	1.19	1.74	188138
(Capri)	81703	10490	778.87	.86	.10	17827
Linc/Merc. Div.	575538	672734	85.55	6.06	6.73	743665
Ford Motor Co.	1994182	2361693	84.44	20.98	23.62	2588743
Buick	626411	695885	90.02	6.59	6.96	762532
(Skyhawk)	17210	20123	85.52	.18	.20	21691
(Skylark)	91796	91213	100.64	.97	.91	97033
(Century)	275895	287936	95.82	2.89	2.88	317169
(Riviera)	45150	18769	240.56	.48	.19	23149
Opel	13515	17110	78.99	.14	.17	18833
Buick Div.	639926	712995	89.75	6.73	7.13	781365
Cadillac	278500	299164	93.09	2.93	2.99	335053
(Eldorado)	55836	38043	146.77	.59	.38	43681
(Seville)	38789	46915	82.68	.41	.47	52396
Chevrolet	1939817	2092343	92.71	20.43	20.92	2294990
(Chevette)	334911	221323	151.32	3.53	2.21	241622
(Monza)	129878	139543	93.07	1.37	1.40	154541
(Camaro)	190968	227115	84.08	2.01	2.27	251983
(Citation/Nova)	259576	226106	114.80	2.73	2.26	243444
(Malibu)	311360	332242	93.71	3.28	3.32	366196
(Corvette)	36748	36232	101.14	.39	.36	40426
Oldsmobile	857174	878295	97.60	9.02	8.79	967896
(Starfire)	17075	16235	105.17	.18	.16	17981
(Omega)	41023	39546	103.73	.43	.40	42215
(Cutlass)	470654	456673	103.06	4.95	4.57	501975
(Toronado)	41535	20900	198.73	.44	.21	25069
Pontiac	715888	778862	91.91	7.53	7.79	857083
(Sunbird)	80886	81197	99.62	.85	.81	88928
(Phoenix)	66802	53187	125.60	.70	.53	56971
(Lemans)	106456	107333	99.18	1.12	1.07	118706
(Firebird)	140114	158891	88.18	1.48	1.60	177192
Gen. Mtrs. Corp.	4431305	4761659	93.06	46.64	47.62	5236387
Misc. Domestic	4240	3876	109.39	.04	.04	4299
Other Import	1935030	1602397	120.76	20.36	16.03	1744684
U.S. Total	9503592	9997568	95.06			10946104

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '79 VS '78	% IND	
	1979		1979	1978		1979	1978
Dodge	19281	7.78	332453	423275	78.54	10.38	11.75
Plymouth	1355	.55	18121	6388	283.67	.57	.18
Ford	81808	32.98	1033588	1198035	86.27	32.26	33.25
Chevrolet	75718	30.54	1002047	1158208	86.52	31.29	32.15
G.M.C.	21863	8.82	261523	300609	87.00	8.17	8.34
I.H.	8612	3.47	108301	106232	101.95	3.38	2.95
Jeep Truck	12237	4.94	132424	145741	90.86	4.13	4.05
Brockway	–	–	2	37	5.41	–	–
Mack	1890	.76	26934	25313	106.40	.84	.70
Kenworth	1128	.45	13560	13152	103.10	.42	.37
Peterbilt	682	.28	7965	8621	92.39	.25	.24
Freightliner	930	.38	12137	10608	114.41	.38	.29
White	971	.39	11385	11589	98.24	.36	.32
Misc.	21464	8.66	242312	194901	124.33	7.57	5.41
U.S. Total	247939		3202752	3602709	88.90		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	99481	195523	32524	4925	–	–	–	–
(Dodge 1)	55861	106236	26219	–	–	–	–	–
Plymouth *	13220	4901	–	–	–	–	–	–
Ford	271439	678346	365	–	–	49132	13680	20626
(Ford 2)	102049	204557	–	–	–	–	–	–
Chevrolet	410015	547598	4932	–	1613	32094	1105	4690
(Chevrolet 3)	188984	160419	–	–	–	–	–	–
G.M.C.	63100	154514	1009	–	961	23269	1862	16808
(G.M.C. 4)	12808	43843	–	–	–	–	–	–
I.H.	–	21434	–	–	–	25466	25306	36095
Jeep Truck	76071	56353	–	–	–	–	–	–
(Jeep 5)	76071	24508	–	–	–	–	–	–
Brockway	–	–	–	–	–	–	–	2
Mack	–	–	–	–	–	–	–	26934
Kenworth	–	–	–	–	–	–	–	13560
Peterbilt	–	–	–	–	–	–	–	7965
Freightliner	–	–	–	–	–	–	–	12137
White	–	–	–	–	–	–	–	11385
Misc.	236181	13	43	5	29	2402	1478	2161
Total	1169507	1658682	38873	4930	2603	132363	43431	152363
1978 Total	1032473	2202524	47346	13386	2666	131476	34657	138179
1979 VS '78	113.27	75.31	82.10	36.83	97.64	100.67	125.32	110.26

(Memo Total) – To be included in GVW 1, 2 & 3

UNITED STATES SUMMARY

* Plymouth Includes Trail Duster & Arrow

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Econoline Van, Ranchero & Bronco
3 Includes Chevy Van, El Camino, Blazer & L.U.V.
4 Includes Vans, Jimmy & Caballero
5 Includes Jeep & Cherokee

REGISTRATIONS FOR THE STATE OF HAWAII ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1979			YEAR TO DATE 1978		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	423790	19.78	1	399985	22.37	1
DATSUN	401555	18.74	2	311475	17.42	2
HONDA	307190	14.34	3	238232	13.33	3
VOLKSWAGEN	265527	12.39	4	215904	12.08	4
MAZDA	130367	6.08	5	63465	3.55	7
SUBARU	88538	4.13	6	71737	4.01	5
FIESTA*	71005	3.31	7	70519	3.94	6
COLT/HATCHBACK*	56049	2.62	8	41471	2.32	10
FIAT	54204	2.53	9	53094	2.97	8
VOLVO	49497	2.31	10	43959	2.46	9
TOTAL IMPORT CARS	2142594			1787721		

NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	117941	26.85	1	86473	27.94	1
DATSUN	90573	20.62	2	80425	25.99	2
CHEVROLET L.U.V.*	88659	20.18	3	54317	17.55	4
FORD COURIER*	68985	15.71	4	61710	19.94	3
TOTAL IMPORT TRUCK	439249			309486		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY (1)

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1969	9446524	1888812
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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